



## Koolulam

Koolulam is a social musical initiative aimed at empowering communities and strengthening the fabric of society. We ask people of different backgrounds, cultures, faiths and geographies to step out of their comfort zone, listen to each other and create something awe-inspiring. In less than an hour, we teach regular people a new take on a well-known song and then raise our voices in harmony - together.

When the pandemic took away our ability to be together in person, Koolulam began an online style of event aimed at inspiring harmony in teams and organizations. We provide an opportunity for teams to create something truly amazing together, gaining confidence and competence through collaboration.

In-person Koolulam events promote an important social message such as inclusion, coexistence or women's empowerment. This story is woven through every piece of the show including the song selection, the arrangement of the music, the way the music is taught and the performance itself.

Everyone can find inspiration and success through our events, no matter their musical ability. We embrace every voice, find harmony in diversity and seek to demonstrate the incredible strength of a community united in purpose.

Although we sing with crowds of hundreds or thousands, the impact of the Koolulam experience is felt by each individual person. Participants find meaning in Koolulam because they feel a sense of belonging to a community in which they are seen and heard and recognize that we can create something more powerful when we work together.

Over 350,000 people have already taken part in more than 250 Koolulam events around the world. Videos from our events have garnered more than 140 million views and have found their way to global leaders, social influencers, and celebrities. Inspired by our video where thousands of people sang Let's Get Loud in support of breast cancer awareness, Jennifer Lopez and Shakira incorporated Koolulam's arrangement into their 2020 Super Bowl halftime show.

Our work has repeatedly been recognized for its positive social impact. In 2018, Asia Society awarded Koolulam its esteemed Game Changer Award in recognition of Koolulam's efforts to build bridges through song. The following year, UNESCO and the European Broadcasting Union selected Koolulam's arrangement of One Day to be broadcasted on over 2,000 stations worldwide on World Radio Day to promote the theme of tolerance.

Mass singing events are just the beginning. We are now working to expand our impact through collaborative creations in other art forms that will allow us to reach even more people across the world. Koolulam aspires to be a global engine for good by inspiring people one song at a time.

We believe that musical harmony can inspire harmony in humanity, empowering people to be the change they want to see. During Koolulam events, we ask participants to believe in themselves and believe in the people around them, understanding that we are stronger when we work together.

Koolulam's creative collaboration shows that Singing is Believing. Join us. And you too will believe.

